



CALIFORNIA WATER PLAN, UPDATE 2013

Highlights Workshop

For Use at December 10, 2013 Meeting Only

Highlights Booklet Structure and Purpose

1) **Introductory Message**

Purpose: Provide high-level water primer; hook the reader and impress upon them the importance of water

2) **Integrated Water Management Primer**

Purpose: Help audiences understand what IWM means

3) **Update 2013 and the “Takeaway” Messages**

Purpose: Distill messages to top 5; Relationship to Governor’s Water Action Plan

4) **Water: The Essence of Life for California**

Purpose: Humanize water management in a way that speaks to voters

5) **California Water Today: The Lifeblood of Our State**

Purpose: Provide necessary backdrop and context for making decisions

6) **A Call for Action: Ignore at Our own Peril**

Purpose: Move voters and policy-makers to action

7) **The Future is Uncertain**

Purpose: Convey a sense of urgency due to emerging challenges

8) **California’s Water: Charting a Future For Resiliency**

Purpose: Introduce the strategic plan and three themes of Update 2013

9) **California Vision 2050: The Desired Future For Water**

Purpose: Guide other strategic planning processes and legislation toward a common, desirable future.

10) **Three Themes of Update 2013**

Purpose: Inform and enable action by elaborating on the three themes of Update 2013

11) **Recommended Financing Strategies for the Future**

Purpose: Frame up productive finance planning and policy discussions